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What is claimed is:

1. A regional information distribution system for use in distributing regional information to consumers through a communication network, said system comprising:

an information input terminal for making advertising
5 data designating regions where said advertising data are distributed;

a concentrated management server which is connected with said information input terminal through said communication network and which manages said advertising
10 data; and

a regional distribution server which is connected with said concentrated management server through said communication network and which is integrated with a radio base station located per each region where said advertising
15 data are distributed and which distributes said advertising data to a handy terminal existing within the area of said radio base station.

2. A regional information distribution system as claimed in claim 1, wherein date, time, and period for distributing said advertising data are added to said advertising data.

3. A regional information distribution system as claimed in claim 1, wherein said information input terminal is located in a shop which requests distribution of said advertising data.

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4.   A regional information distribution system as claimed in claim 2, wherein said information input terminal is located in a shop which requests distribution of said advertising data.

5. A regional information distribution system as claimed in claim 4, wherein information of position of said shop is linked to said regional distribution server.

6. A regional information distribution system as claimed in claim 1, wherein said handy terminal has information filter function   for   determining   favorable   conditions   of   said advertising data for an owner of said handy terminal.

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7. A regional information distribution system as claimed in claim 6, wherein said regional distribution server distributes only a part of said advertising data to said handy terminal; said   part   of   said   advertising   data   complying   with   said

5 favorable   conditions   determined   by   said   information   filter function.

8. A regional information distribution system as claimed in claim 1, further comprising a support server for distributing said advertising data in place of said regional distribution server, when load is concentrated on said regional distribution

5 server.

9.   A method of distributing regional information for use in distributing regional information to consumers through a

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communication network, said method comprising the steps of:

    making advertising data including designated regions

5 where said advertising data are distributed;

    transmitting said advertising data to a concentrated management server through said communication network;

    transmitting said advertising data to a regional distribution server which is located within said designated

10 regions where said advertising data are distributed;

   and

distributing said advertising data to a handy terminal existing within an area of a radio base station integrated with said regional distribution server.

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10. A method of distributing regional information as claimed in claim 9, wherein date, time, and period for distributing said advertising data are added to said advertising data.

11. A method of distributing regional information as claimed in claim 10, wherein said advertising data are made in a shop which requests distribution of said advertising data.

12. A method of distributing regional information as claimed in claim 11, wherein information of position of said shop is linked to said regional distribution server.

13. A method of distributing regional information as claimed in claim 12, further comprising the steps of:

determining favorable conditions of said advertising data by

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said handy terminal for an owner of said handy terminal; and

5   distributing only a part of said advertising data to said handy

terminal, said part of said advertising data complying with

said favorable conditions.

14.   A method of distributing regional information as claimed

in claim 13, further comprising the steps of:

distributing said advertising data by a support server in place

of said regional distribution server, when load is concentrated

5   on said regional distribution server.